

Vertikal Press

DIGITAL & PRINT

MEDIA

PACK 2022

cranes
& access

www.vertikal.net
KRAN & BÜHNE
Das Magazin für Kran- & Arbeitsbühnen-Anwender

Vertikal
.net

Vertikal
days



CRANES



AERIAL WORK
PLATFORMS



TELEHANDLERS



ASSOCIATED
PRODUCTS &
SERVICES



MASTCLIMBERS
& HOISTS

Specialist independent
editorial coverage for the lifting
equipment industry

Vertikal.net



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days

CRANES · AERIAL WORK PLATFORMS · TELEHANDLERS · LOADER CRANES
MASTCLIMBERS & HOISTS · ASSOCIATED LIFTING EQUIPMENT

DIGITAL
& PRINT



**cranes
&access**

Average circulation includes more than 8,000 printed copies of C&A throughout Europe plus a further 20,000 exclusive online readers globally.

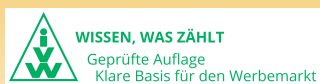
8 issues per year

DIGITAL
& PRINT



KRAN & BÜHNE
Das Magazin für Kran- & Arbeitsbühnen-Anwender

Average circulation includes 8,700 printed copies to German speakers in Europe plus a further 4,200 exclusive online readers.



8 issues per year



**Vertikal
.net**

Around 10,000 visitors a day visit Vertikal.net to check out the latest news, with an average of 8.5 million page views and 167,000 visitors a month from 191 countries.

Daily news as it happens



Cranes & Access and Kran & Bühne are now available on the Issuu digital publishing platform which optimises the magazine depending on whether you read it on a desktop, smart phone or tablet. It also offers the potential to include additional interactive content such as videos for example, which is becoming more popular.



Each magazine is hosted on the Magzter Newstand App and is frequently among the top free publications.

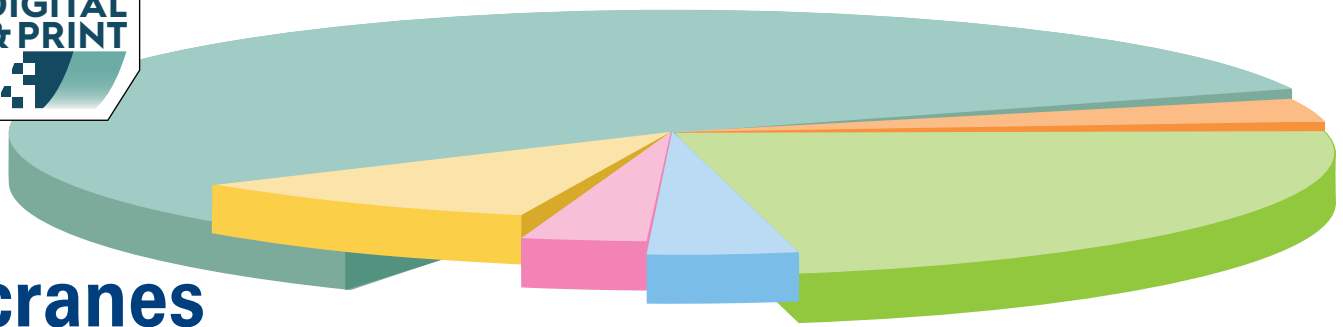


INTERNATIONAL CIRCULATION - PRINT AND ONLINE



**cranes
& access**

- Western Europe*
- C/Eastern Europe
- North America
- Australasia
- Asia
- Middle East/Others



Region	Print	Digital	Total
Western Europe	7,106	5,660	12,766
Eastern/Central Europe	431	1,465	1,896
North America	179	7,315	7,494
Australasia	71	1,336	1,407
Asia	83	1,755	1,838
Middle East/Others	102	2,800	2,902
Total	7,972	20,331	28,303

* Of which 5,000 are UK

Based on figures from September 2021



KRAN&BÜHNE

- Germany
- Other Europe*

* Largely Austria
and Switzerland



Region	Print*	Digital	Total
Germany	7,480	2,230	9,710
International	1,220	1,992	3,212
Total	8,700*	4,222	12,922

* IVW audited



Based on figures from September 2021

OUR READERS INCLUDE:

- Rental companies and depots
- Manufacturers
- Ports, harbours, shipyards & repairers
- Local government/Authorities
- Safety Officers
- Industry trade associations
- Fire & Emergency services
- Major contractors & sub-contractors
- Major airport contractors & operators
- All major industrial plants
- Training centres and trainers
- Crane, access and telehandler distributors, agents, service companies & operators
- Rail contractors, operators and networks
- Major petrochemical plants & refineries
- Major painting & cleaning companies major retail, sports & exhibition centres
- Major aviation repair, service & rebuild sites
- Finance companies, analysts, insurance adjusters
- Forestry/arborists

OUR MAGAZINES WIDE RANGING CONTENT

All magazines are available in various digital formats as well as printed versions. They provide specialist, independent editorial coverage of lifting equipment and practices, focusing largely on Cranes, Access Equipment, Telescopic Handlers and Loader Cranes, plus a comprehensive coverage of training, associated products and services.



8 issues per year



8 issues per year

WIDE RANGING CONTENT

- News
- Legislation & regulation updates
- Market statistics
- Face to face interviews
- New products & ideas
- Exhibition previews & reviews
- Top 30 rental companies survey
- Finance & insurance reviews
- Application stories
- Guest editorials
- Special features
- Vertikal bulletins
- IPAF, CPA, ALLMI, PASMA, NASC/CISRS and Ladder Association news
- Accessories & options
- Parts & service
- Product range reviews
- Training
- Recruitment
- Book & model reviews
- Letters page
- Innovations
- General business management topics

ADVERTISING RATES

DISPLAY ADVERTISING RATES

A dollar price list is also available.

No. of insertions	1	3	6	8
Double Page Spread	£3,800 / €6,000	£3,496 / €5,700	£3,312 / €5,400	£2,944 / €4,800
Full Page	£2,495 / €3,750	£2,185 / €3,563	£2,070 / €3,375	£1,840 / €3,000
Half Page	£1,475 / €2,250	£1,330 / €2,138	£1,260 / €2,025	£1,120 / €1,800
Quarter Page	£895 / €1,405	£831 / €1,335	£788 / €1,265	£700 / €1,124
Two Thirds Page	£1,875 / €2,900	£1,747 / €2,755	£1,655 / €2,610	£1,471 / €2,320
One Third Page	£995 / €1,560	£907 / €1,482	£860 / €1,404	£764 / €1,248
Island Position	20% extra on Page Rates			
Cover Position	30% extra on Page Rates			
Inserts	Rates on application			

MARKETPLACE ADVERTISING RATES

A dollar price list is also available.

No. of insertions	1	3	6	8
Double Page Spread	£1,900 / €3,300	£1,748 / €2,850	£1,656 / €2,700	£1,472 / €2,400
Full Page	£1,248 / €1,875	£1,093 / €1,782	£1,035 / €1,688	£920 / €1,500
Half Page	£738 / €1,125	£665 / €1,069	£630 / €1,013	£560 / €900
Quarter Page	£448 / €703	£416 / €668	£394 / €633	£350 / €562

RECRUITMENT RATES

Rates include free online advert for up to 2 months and both printed and online versions of the magazine reaching around 28,300 readers

Full page	£850/€1000
Half page	£450/€500
Quarter page	£250/€300



TRAINING RATES

PROMOTE YOUR TRAINING BUSINESS

Our training packages include online and print advertising opportunities to promote the courses you offer from as little as £75.00/€100.00 a month



BUYERS GUIDE

You can now promote your products and services in our new Buyers Guide which is published in every issue of Cranes & Access magazine. Each entry includes your company logo and full contact details.

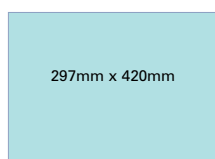
Buyers Guide Digital and Printed magazine - Plus online Access & Lifting Directory
£50/€60 per issue or £350/€450 per year.



TECHNICAL DATA

PRINT

*Marketplace only



Double page spread trim



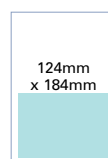
Double page spread bleed



Full page trim



Full page bleed



Half page horizontal



One third horizontal



Quarter page horizontal



Eighth page horizontal *



Sixteenth page horizontal *



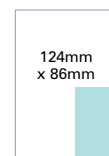
Two thirds vertical



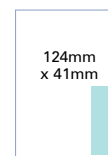
Half page vertical



One third vertical



Quarter page vertical



Eighth page vertical *



Sixteenth page vertical *

DIGITAL WEBSITE BANNERS

Side Banner A

Dimensions: 150 x 200 pixels - maximum of 20kb

Horizontal Main Banner B

Dimensions: 590 x 120 pixels - maximum of 50kb

Premium Fixed Top Banner C

Dimensions: 590 x 120 pixels - maximum of 50kb

Short Term Banner D

Dimensions: 300 x 250 pixels - maximum of 30kb



EMAIL ALERT

Sponsorship Banner

Dimensions 590 x 150 pixels



VIDEO

Videos can be supplied as a YouTube link or Vimeo.

Video has become a popular choice for advertising with a strong following on social media.

Vertikal.net has a dedicated video hosting area to showcase products and services or customer endorsements - the choice is yours.



VERTIKAL.NET AND DIGITAL ADVERTISING

(INCLUDING VIDEO AND EMAIL ALERTS)

Each morning, Vertikal.net is the first port of call for thousands of Lifting Equipment professionals wanting the latest industry news. All Vertikal magazines can be read online via Issuu, downloaded from the site or from the Magzter Newstand App complete with all advertising.

- Online news updated daily
- News Bulletins emailed to subscribers only when significant news breaks
- Your adverts stay online within the magazine indefinitely
- 'Email a colleague' and social media share functions on all news stories
- Access & Lifting Directory/Source Guide with hot links to your website
- German, Swiss & Austrian Crane & Access Rental Guide
- Live share prices
- Live currency converter
- Online metric unit converter
- Major library, including video library & archive
- Recruitment advertising
- Industry events

Email Alert Sponsorship

Email alerts are sent to our database of subscribers whenever there is a significant breaking news story in the industry. Because it's only sent when the news is significant, it is always opened immediately.

You can sponsor the Email Alerts with a message, your logo, a link to your website and contact details. **£450/€565**

Online Recruitment

An advert in our online recruitment section costs **£175/€200** per advert for up to two months – one advert can feature several positions and includes your logo. Add **£75/€90** for combined print and online. Job wanted adverts for those seeking work are free of charge.

Access & Lifting Directory

Feature in this specialised directory and link your website to ours. The system keeps a record of the number of click-throughs to your site. Prices are for one year plus your details will be published in every issue of the magazine.

English or German only per 12 months: **£175/€200**

English and German per 12 months: **£300/€350**

You can add additional categories: **£40/€45** each

German/Swiss/Austrian Vermieter/Rental

Directory 12 months web address and

email for up to 12 locations

Add your company logo:

£175/€200

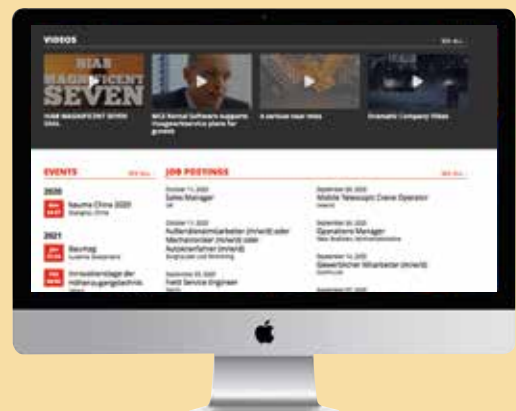
£300/€350



Digital Video

Our website has a dedicated video hosting area which is a great location to promote any new products and services.

Price per video: **£200/€270** for three months including set-up charges. (Long term hosting rates available).



Embedded Video

Videos can be embedded within the editorial sections of the digital magazines. Viewing is easy as they open up as a pop-out screen while maintaining the magazine in the background. Ask for details and pricing.

VERTIKAL.NET

DIGITAL WEBSITE BANNERS

Side Banner **A**

Side banners appear on the right column on all pages and rotate, changing position with each click for maximum coverage **£330/€415** per month (minimum 3 months)

Dimensions: 150 x 200 pixels and no more 20kb

Horizontal Main Banner **B**

The main banners rotate, changing position with each click for maximum coverage **£695/€875** per month (minimum 3 months)

Dimensions: 590 x 120 pixels and no more than 50kb

Premium Fixed Top Banner **C**

Premium fixed banner at the top of the Vertikal.net home page

£2950/€3820 per month

Dimensions: 590 x 120 pixels and no more than 50kb

Short Term Banner **D**

The short term banner provides the opportunity for you to promote time sensitive items such as auctions, open days or special offers, last minute training course places etc. **£295/€370** per week

Dimensions: 300 x 250 pixels and no more than 30kb

Social Media

We have **19,400** followers across our brands on social media with followers growing at an average of **200** per month



The screenshot displays the Vertikal.net website interface. At the top, there are navigation links for EN | DE and a search bar. Below the navigation bar, the main content area is divided into sections: TOP NEWS, LATEST NEWS, and MOST READ. The TOP NEWS section features a large image of a yellow crane with the headline 'First 55t XCMG tele crawler'. The LATEST NEWS section includes a portrait of a woman with the headline 'Senior Crane exec departs'. The MOST READ section lists five articles, with the first being 'AFI acquires Facelift and restructures'. Below the main content area, there is a horizontal banner for '42 metres' and 'VERSALIFT AND 7,000 PLATFORMS in the UK & Ireland'. Further down, there is a newsletter sign-up section with the headline 'STAY UP-TO-DATE WITH OUR NEWSLETTER'. Below the newsletter section, there is a 'LATEST NEWS' section with several articles, including 'Point of Rental adds to team' and 'Spirings for Engel-Krane'. At the bottom of the page, there is a 'GAMES' section with a 'cranes access' game and a 'STOCK MARKET' section with a table of stock prices. The footer contains a 'WORLD TIME' section with a clock for New York, London, Berlin, and Tokyo, and a 'MORE TIME ZONES' section with a clock for New York, London, Berlin, and Tokyo.

EDITORIAL CALENDAR 2022

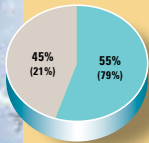


cranes & access

Average circulation includes more than **8,000** printed copies to English speakers in Europe plus a further **20,000** exclusive online readers around the world.... www.vertikal.net

December/January Vol. 23 issue 8

- Truck mounted/aluminium cranes
- Access equipment for aviation
- Rental rate guide
- Look back at 2021



February/March Vol. 24 issue 1

- Van and small truck mounted platforms
- Alternative lifting equipment
- Vertikal Days first preview
- Battery developments



April/May Vol. 24 issue 2

- Vertikal Days Guide
- Crawler cranes & Heavy lift applications – HS2 feature
- Boom lifts

Vertikal
days



June Vol. 24 issue 3

- Vertikal Days review
- Low level access
- Telehandlers
- All Terrain cranes
- Remote controls



July/August Vol. 24 issue 4

- Tower cranes
- Scissor lifts
- Equipment for arborists
- Source guide
- First bauma preview



September Vol. 24 issue 5

- Top 30 Rental companies
- Loader cranes
- Spider and atrium lifts
- Main bauma preview

TOP
30



Vertikal Guide to bauma



October Vol. 24 issue 6

- Spider/mini crawler cranes
- Mast climbers
- Glass handling
- Electric & Hybrid developments



November Vol. 24 issue 7

- Pick & Carry/industrial cranes
- Truck mounted lifts
- Outrigger mats/pads
- bauma review



December/January Vol. 24 issue 8

- Truck mounted /aluminium cranes
- SD boom lifts/aviation access
- Rental rate guide
- Telematics and software developments
- Look back at 2022



**Book your advert in the Vertikal Days Guide
April/May issue**

Editorial Team: editor@vertikal.net Advertising: advertising@vertikal.net



EDITORIAL CALENDAR 2022

In every issue the latest news and reports from Germany, Switzerland, Austria and Benelux countries. Current Events, Interviews, Reports and Special Features.



KRAN&BÜHNE

Germany's independent, IVW-audited lifting industry magazine.



WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt

February (No.181)

- Application examples for Alternative Lifting
- New booms
- Who has the longest? A market overview



March (No.182)

- Truck mounted platform market
- New tower cranes
- List of authorised dealers
- Preview of the Mawev
- GLASSBAU SPECIAL



April (No.183)

- Advantages of crawler cranes
- Latest scissor lifts
- Preview Vertikal Days
- Country Focus Austria



May/June (No.184)

- Mobile cranes in use
- Market for trailer lifts
- Preview Innovation Days
- Leasing & Insurance



July (No.185)

- Telescopic loaders in focus
- MCWP in action
- Top 20: The Big Rental Companies in DACH Region
- Review Innovation Days



Vertikal Guide to Bauma

August/September (No.186)

- First look at bauma
- Latest tower crane technology
- Innovations in truck mounted platforms
- GLASSBAU SPECIAL



October/November (No.187)

- Main bauma preview
- Loader cranes in Germany
- New personnel lifts



December/January (No.188)

- Mobile cranes freshly unpacked
- Market for Scissors
- Review bauma
- Transport technology for cranes and access



**The trade fair for the lifting industry in UK & Ireland.
11-12 May 2022, Peterborough**

Editorial Team: redaktion@vertikal.net Advertising: werbung@vertikal.net

Vertikal Verlag,

Sundgaullee 15, D-79114 Freiburg Tel: +49 (0)761 8978660, Fax: +49 (0)761 8866814

e-Mail: info@vertikal.net www.Vertikal.net



VERTIKAL GUIDES TO THE BIG INTERNATIONAL SHOWS



CONEXPO
CON / AGG



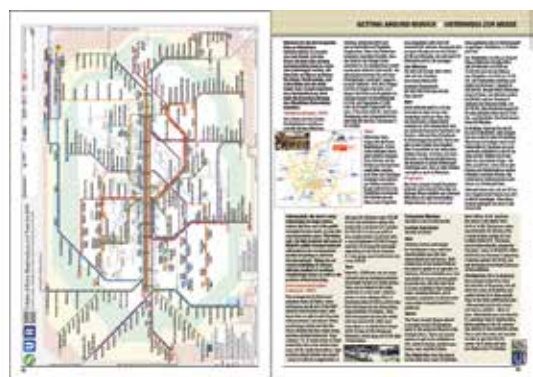
These big international events bring together manufacturers, dealers, distributors, service providers, engineers and contractors from the lifting equipment industry and historically have attracted visitors from 160 countries.

The Vertikal Guide is a highly targeted specialist information guide that includes details on the lifting equipment zones with large-scale maps and tours of the key Crane, Access and Telehandler exhibits.

To book advertising in the **Vertikal Guides** contact us on:

Tel UK Office: **+44 (0)8448 155900**

Email: **advertising@vertikal.net**



**DIGITAL
& PRINT**

**2022 Bauma
– Advertising
deadline
3rd October
2022**



2023 Conexpo



2024 Intermat

EVENTS

Vertikal Days

11th & 12th May 2022
East of England
Showground, Peterborough

The major UK & Ireland Lifting Equipment Event.

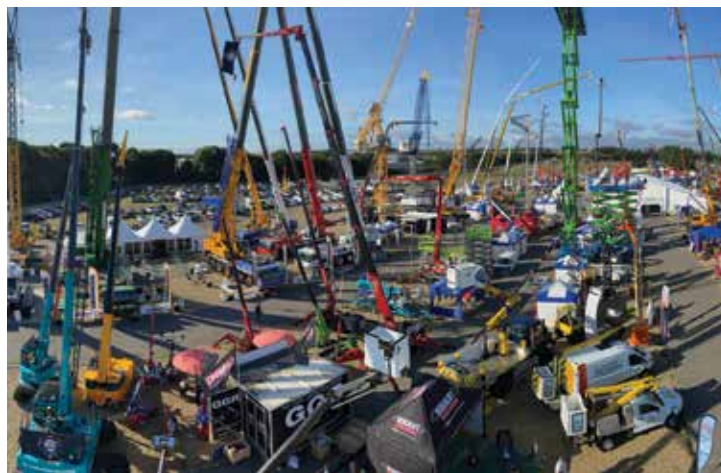
Join us at our new venue to see the following equipment on display:

- Aerial work platforms
- Mobile access towers
- Mastclimbers and hoists
- Mobile cranes • Crawler cranes
- Tower and trailer cranes
- Loader cranes • Telescopic handlers
- Safety equipment • Training providers
- Components and associated equipment
- Affiliated trade associations

For further details visit: www.vertikaldays.net

Email: info@vertikaldays.net

Tel UK Office: **+44 (0)8448 155900**



TABS

TAG DER ARBEITSBÜHNENSPEZIALISTEN (TABS), is a one day safety conference organised in partnership with IPAF, covering safe and efficient working at height for the German speaking world. Delegates include rental companies and end-users with a changing focus and venue each year. Opportunities exist for sponsorship and display areas.



Contact us

Tel: +44 (0)8448 155900, Fax: +44 (0)1295 768223 E-Mail: info@vertikal.net www.vertikal.net

The Vertikal Press, PO Box 6998, Brackley, Northants NN13 5WY.

